



Maricopa County Community Health Improvement Plan

Where We Work

Worksite Cloud Group
Meeting Notes on DRAFT
Goals and 18-Month
Milestones

Dec. 3, 2012

Worksite Cloud Participant List

Following are list of community organizations that have expressed interest in the Maricopa County CHIP Worksite cloud workgroup as of Dec. 2012.

*Organizations marked with an * attended the Dec. 3, 2012 workgroup meeting and contributed to items recorded in this meeting notes report.*

Area Agency on Aging, Region One	Kyrene School District*
Arizona Department of Education*	Maricopa Community Colleges*
Arizona Department of Health Services*	Maricopa County Business Strategies and Health
Arizona in ACTION	Care Programs
Arizona Living Well Institute*	Maricopa County Department of Public Health*
Arizona Public Health Association	Maricopa Integrated Health Systems*
Arizona Small Business Association*	Mercy Care, Aetna
Banner Health*	Norwegian Cruise Line
Blue Cross Blue Shield*	Philippine Nurses Association*
Business Strategies and Healthcare Programs*	Phoenix Fire Department
Carlisle Interconnect Technologies	Phoenix Veteran's Administration HCS
CBIZ Benefits and Insurance	Red Cross
Chamberlain School of Nursing*	RPG Medical Holdings
Cigna*	Special Devices, Inc.*
City of Glendale	The Area Agency on Aging, Region One
City of Scottsdale	Town of Gila Bend
First Things First	Valley Metro
Greater Phoenix Chamber of Commerce	Viridian Health Management*
Health-eOptions, LLC*	Web PT

Community Health Improvement Plan (CHIP)

Worksite Cloud

Dec. 3, 2012

Following is feedback from participants collected at the beginning of the session related to implementing preventive health strategies within the Worksite cloud.

Strengths	Challenges
<ul style="list-style-type: none">• Strong technical knowledge of public health• Passion for public health• Having MCDPH coordinating the CHIP effort; to analyze data and frame problem• We have a foundational product• Resources• Coordination between ADHS and MCDPH and Az. Small Business Association (ASBA)• Learn from others that have programs implemented; have some mechanics and experience• Starting to get top-level buy in; opportunistic time with Affordable Care Act imminent• Financial linkage	<ul style="list-style-type: none">• Behavior change is hard work• ROI on prevention is delayed; hard to communicate that; employers may not see benefit• Dilemma between enterprise/corporate implementation and pilot sites; corporate infrastructure can be a barrier• Employees don't want to be told; how to inspire their actions• Finding proof that is not reliant just on numbers; evaluative data• Customizing program to meet needs to employee base; how to engage when people feel like they don't need it• Management support and participation

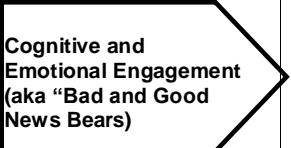




What accomplishments would you like to see in next 18 months to address health priorities?

CHIP Worksite Cloud Participants: Dec. 3, 2012

Individual Behavior	Support and Education	Outreach Communication ¹	Model worksite wellness	Tools and Resources	Policy Mandate
<ul style="list-style-type: none"> • Make health a priority for the individual • Measuring employee satisfaction and thinking about the outcome • Developing culturally competent health coaching • Address stress/emotional and spiritual components • Spiderwebbing programs to engage extended participant base. 	<ul style="list-style-type: none"> • Risk mgmt. buy-in and support • Upper mgmt. support • More tools for mgmt.. buy-in • Engage leadership for top down • Increase number of businesses participating in Healthy AZ worksites • Unsilo organizations 	<ul style="list-style-type: none"> • Media support and coverage • Increase communications (social media) • Communicate successes • Social media positive messages; worksite wellness • Communication collaboration between county and community agencies 	<ul style="list-style-type: none"> • Corporate and small/big champions • Small business wellness blueprint • Develop a comprehensive network of wellness professionals • Comprehensive variety of programs/policies • Efficient practices (most bang for the buck) • Wellness ambassadors • Incentivize barriers: government vs. private. • Create steps for incentives with community partners for preventive care. 	<ul style="list-style-type: none"> • Tools for implementing wellness culture from onboarding • Web-based tool for sharing data/outcomes • Data sharing (ROI, best practices) • Centralized database of resources • One-stop website for resources, best practices • Corp and community Leadership buy-in • Doable list (takeaways) • Evidence-based strategies • Other outcome measures beyond BMI 	<ul style="list-style-type: none"> • Healthy vendors • Breastfeeding programs • Universal policy of participation on worksite time • More tobacco free workplaces • State govt support: policy vs. statements. Getting support messaging from Gov. office regarding worksite wellness

¹ The Outreach Communication initiative will be revisited as strategies evolve. The group noted effort needs to be collaborative between public and private partner entities.
Last updated 1/9/2013

DRAFT 18-Month Timeline of Accomplishments for Maricopa County CHIP: Worksites Cloud*

	Quarter I Jan-Mar 2013	Quarter II April-Jun 2013	Quarter III July-Sept 2013	Quarter IV Oct.-Dec. 2013	Quarter V Jan.-Mar 2014	Quarter VI Apr-June 2014	GOAL
 Cognitive and Emotional Engagement (aka "Bad and Good News Bears") Group: Heather, Carrie, Deb and Brenda	<ul style="list-style-type: none"> Employee Survey; what employees want out of wellness program; what inspires them 	<ul style="list-style-type: none"> Collect wellness success stories Define roadblocks to engagement 	<ul style="list-style-type: none"> Develop strategies to remove roadblocks 	<ul style="list-style-type: none"> Promote education (research, create, disseminate, interpret success stories) 	<ul style="list-style-type: none"> Provide programming and resources 	<ul style="list-style-type: none"> Collect and measure participation data 	Creating awareness and inspiring wellness action
 Coordinated best practices and shared data Group: Jenna, Mara	<ul style="list-style-type: none"> Devise an organized way to index both best practices and current practices 	<ul style="list-style-type: none"> Develop mechanism for collecting information from partners and designate who will maintain information 	<ul style="list-style-type: none"> Web-based best practices; searchable database available to all Web-based toolbox of evaluation/measurement mechanisms (quantitative and qualitative) for worksites 	<ul style="list-style-type: none"> Index all community wellness resources available for citizens/employees and maintain 	<ul style="list-style-type: none"> Work w/communication team to develop method for sharing outcomes, data, piloted initiatives 	<ul style="list-style-type: none"> Finalize sharing method and fully implement among partners 	To coordinate our efforts and data tracking mechanisms
 Worksite Wellness Warriors Group: Grant, Erlinda, and Sara	<ul style="list-style-type: none"> Identify essential components of a Health and Productivity program 	<ul style="list-style-type: none"> Finalize essential components. Identify resources 	<ul style="list-style-type: none"> Identify pilot site to test model created. Create tools for evaluation 	<ul style="list-style-type: none"> Communications and marketing piece for pilot. 	<ul style="list-style-type: none"> Implement pilot program 	<ul style="list-style-type: none"> Evaluation and recommendation 	Develop components of a comprehensive health and productivity wellness model applicable for a small, medium and large company.
 Empowerment through policy Group: Adrienne, Michele, Marcua, and Jan	<ul style="list-style-type: none"> Make contact w/ business-vested legislators to promote benefits of worksite wellness 	<ul style="list-style-type: none"> Inclusion of breastfeeding-friendly support in worksite wellness plans by 10%. Increased inclusion of breastfeeding-friendly support in employee benefits by 10% 	<ul style="list-style-type: none"> Increase # of worksites who use RFPs inclusive of healthy vending and food storage standards by 10% Increase inclusion of on clock physical activity in workplace wellness policies by 10%. 	<ul style="list-style-type: none"> Increase # of tobacco free worksites by 10%. 	<ul style="list-style-type: none"> All government entities w/in Maricopa Cty. will model Maricopa Community Colleges tobacco free policy 	<ul style="list-style-type: none"> Increase # of private and public worksites that include family health benefits by 10%. 	Make the healthy choice the easy choice at AZ worksites.
 Healthy Arizona Leadership Group: Mely, Traci, Jason, Nerissa	<ul style="list-style-type: none"> Establish a point person for support and technical assistance for comprehensive worksite health Establish recognition program Identify __# number of Maricopa Cty. leaders to participate. 			<ul style="list-style-type: none"> Have forum that communicates the value of comprehensive worksite health to MC leaders. 	<ul style="list-style-type: none"> Signed letter of a commitment to be a comprehensive worksite health leader by __# of worksites. 	<ul style="list-style-type: none"> Committed leader designates employee to participate in Healthy Arizona worksite program. 	Support and education for comprehensive worksite health to Maricopa County leaders

*12/3/12 Where We Work, External CHIP Action Planning Session, DRAFT Concepts as presented by meeting participants.

Last updated 1/9/2013